

Integrity spells success for Atlantic filmmaker

by Lisa Clifford

Colleagues describe writer, producer and director Bill MacGillivray as "the best in the business". MacGillivray, a graduate of the Nova Scotia College of Art and Design and a resident of Halifax, was born in St. John's, Newfoundland in 1946.

In 1981, he founded Picture Plant Limited with the goal to make independent films in Atlantic Canada. Since then he has written, produced and directed three feature films: *Aerial View*,

Stations and Life Classes.

Life Classes, a spoof of conceptual art, was released last year to critical acclaim and received five Genie nominations. Surprisingly, MacGillivray's film was ignored by Genie voters. He comments that the loss was expected because "in the Canadian film industry there are insiders and outsiders, and I am definitely an outsider."

Despite this loss, MacGillivray has no desire to turn towards the more lucrative Hollywood market. He feels that a filmmaker

have a unique and interesting culture here. "It's easy to make a film, but very difficult to make a good film," says the filmmaker.

MacGillivray's latest project, *I Will Not Make Any More Boring Art*, is a lively, revealing documentary of the Nova Scotia College of Art and Design during its heyday in the 70's. Filmed in Halifax, Toronto, New York and West Germany, *I Will Not Make Any More Boring Art* was initially expected to interest only artists. However, it played to packed houses of non-artists in Toronto. MacGillivray hopes that it will also have wide appeal with university students and foreign audiences. He says "*I Will Not Make Any More Boring Art* is for anyone who likes to think."

MacGillivray has steered away from duties as producer in his latest projects. He prefers the more creative writing and directing tasks, finding the job of producer too time consuming.

MacGillivray's latest film, *Vacant Lot*, is about an all-female punk rock band. Another film, entitled *Real Time*, is also in production.

I Will Not Make Any More Boring Art will be showing at Woodwood's Cinema during the Atlantic Film Festival, Oct 11-16.



Dara Birnbaum is featured in 'I Will Not Make Any More Boring Art'.

exchanges control for the larger budget associated with blockbusters. MacGillivray also dislikes the formulaic sex, drugs and vio-

lence associated with many American films.

He knows and understands Atlantic Canada and feels we

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